



# Welcome!

## Free Webinar

If you don't like selling in consulting, you are  
doing it the wrong way...

Luk Smeyers  
Founder [TheVisibleAuthority.com](http://TheVisibleAuthority.com)

# Introduction

- Why this subject? 2 most asked questions:  
specialization & sales
- We all need new business, right?
- There's so much opportunity out there!

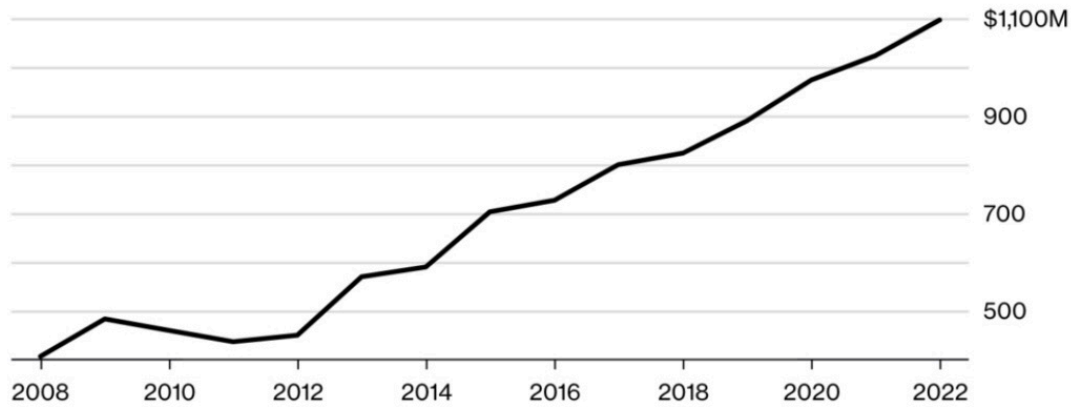


# Experts on the rise

## Experts On Demand

Research spending on expert networks to soar past \$1 billion in coming years

■ Expert-network services



Source: Integrity Research

- Substantial skill gaps (e.g. STEM)
- Faster changes, aggressive innovation
- Growing complexity
- More pillar topics, e.g. cyber, supply chain, digital transformation

BTG BUSINESS TALENT GROUP

### TOP 10 FASTEST GROWING SKILLS (YOY)

1. Product Launch (+1100%)
2. Data Science and Data Engineering (+1000%)
3. Clinical Operations (+900%)
4. Regulatory Strategy and Submissions (+650%)
5. Customer Analytics (+500%)
6. Data Visualization (+500%)
7. Turnaround and Restructuring (+500%)
8. Global HR (+467%)
9. Agile Transformation (+400%)
10. Measures, Incentives, and KPIs (+400%)

# Here's what you will learn

- Marketing/Sales in consulting is not about selling but about sharing your unique expertise
- As a consultant, you are always the marketer of your expertise
- It's all in the mind, how you can adopt an 'anti-selling' mindset
- The new consultant archetype and how it will impact your consulting growth



# Logistics

- Have a cup of coffee 😊
- You will get access to the slides & recording via my blog
- Duration 45'
- Q&A 15'
- Questions in the Zoom CHAT
- You can monitor the progress of the webinar in the upper right boxes



# Luk Smeyers

I teach consultants the strategies to grow revenue by transforming them into visible authorities.



# Luk Smeyers

- CHRO role until 2007 (in consulting)
- Founding CEO of a People Analytics consultancy in 2008
- iNostix got acquired by Deloitte in 2016 (stayed until Jan. 2020)
- With my global visibility, I never had to sell, persuade, negotiate
- My superpowers: focus, visibility, sharing of my expertise

<https://www.thevisibleauthority.com/blog/i-never-had-to-sell-persuade-or-negotiate-to-grow-my-consulting-business>



# We all need business

- Very few consultants love/like selling
- But if we don't sell, we won't have a business
- We can't stop doing it!
- What consultants dislike, is being:
  - Sleazy, pushy sales rep kinda person
  - Put themselves in the picture





# What nobody likes

- We don't want to be pulled into something we don't like, we don't trust
- That's why we hate sales
- Traditional selling = energy drain, burns us out

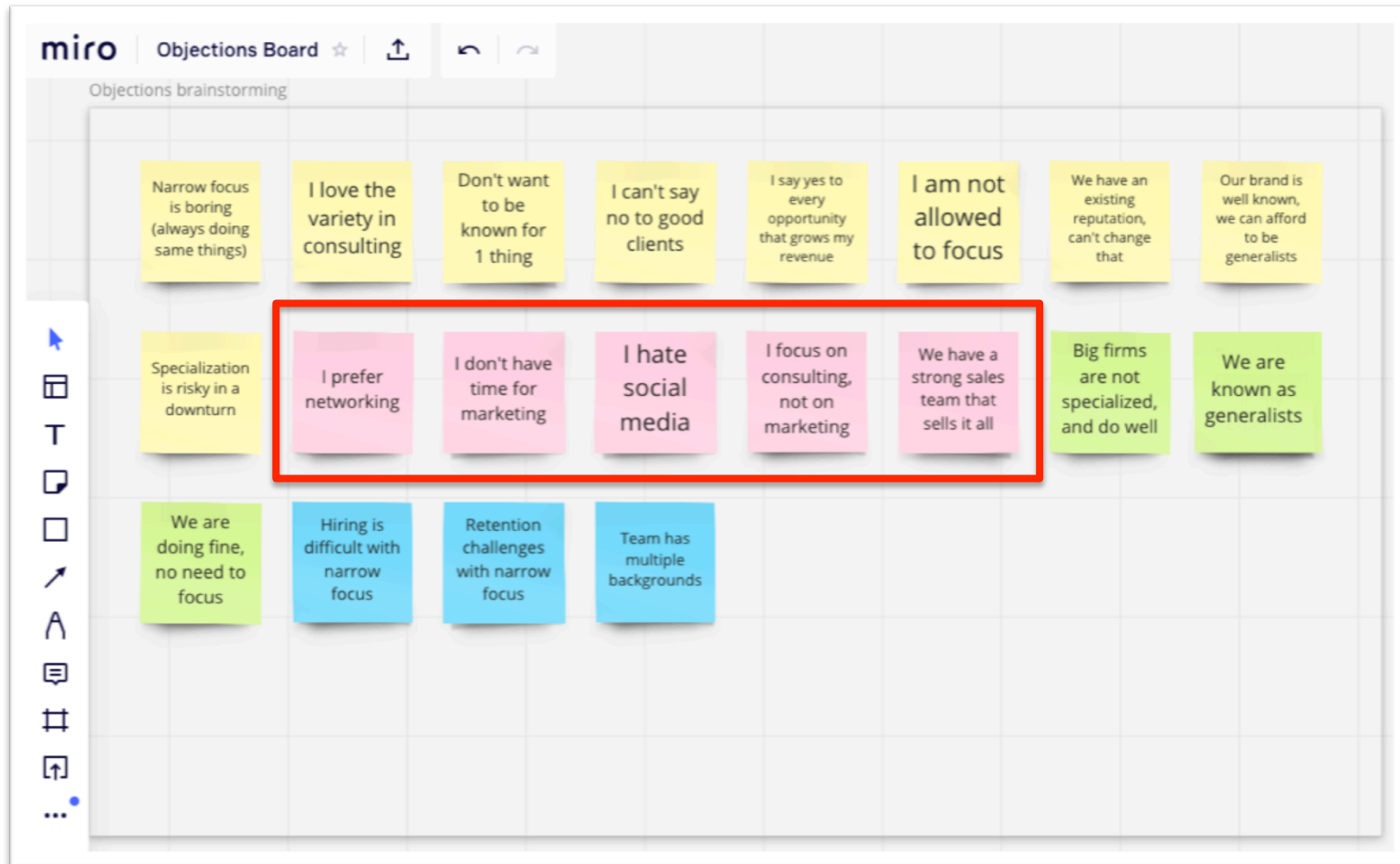


# But...hey...

- We can't sit there and wait
- Nothing is more naïve, these days
- They won't come!



# My objections Miro board



# Quote – Jonathan Stark

“If the people whose condition you can improve don’t know you exist, then you can’t help them”.



# Marketing & Sales in consulting

- Is about building **VISIBILITY** and **TRUST**
- Consulting is a credence business
- Prospects need to find, like and trust us before they buy
- We live in a P2P world, people buy from people they trust
- 90% check you out – 80% fail the test
- Seth Godin: ‘You need an immediate abundance of trust stuff’
- Immediate:
  - Buyers are zeroed in on very short term
  - They focus on expertise to solve their problems
  - Your competitor is only one click away



# As consultant, you ARE ‘the product’

- Marketing & Sales is not separate from you
- A good consultant is a marketer of his/her expertise
- ‘That Expertise Product’ = specific
- No success without FOCUS (unless you like selling)



# With hyper-focus, this happened to me...

- I gave away all my expertise
- Cases: business case, roadmap, adoption
- Organic pipeline, invited to help with RFP's
- Won against big 4
- No sales!
- Never did any follow-up
- I got enough organic opportunity to say NO
- I NEVER left my lane: FOCUS-FOCUS-FOCUS

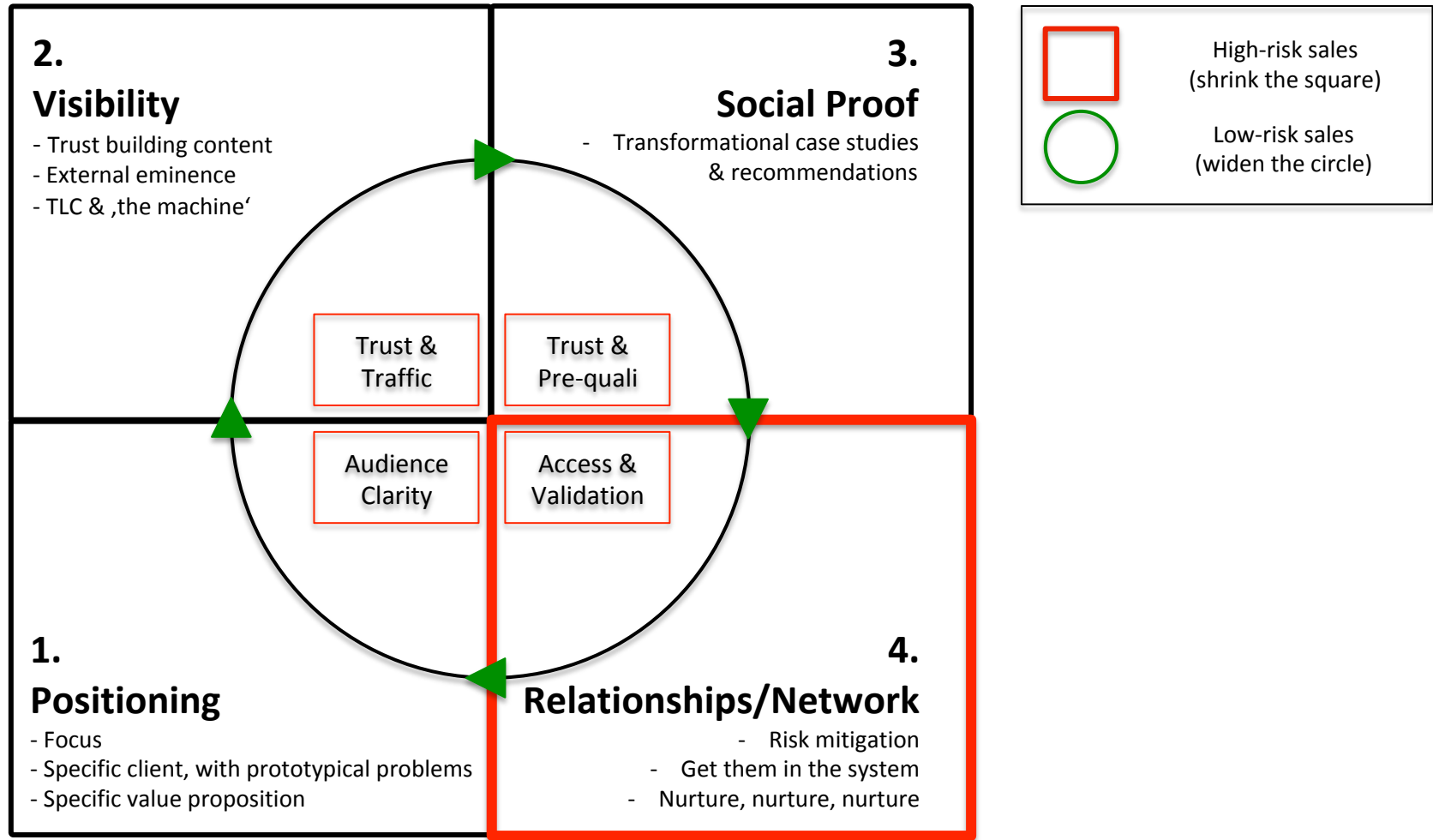


# But...Luk...

- Consultants telling me: “I have a big network”
- “I do sales via recommendations”
- Great!
- But...Corona demonstrated the incredible weakness of a networking-only approach
- I had a great network too
- But my network was:
  - A RESULT of the (focused) work I was doing
  - ‘Systemized’ or ‘Activated’
  - Fast ‘call to arms’, consistent nurturing
  - I got recommended because of my focus (easy to explain)



# Sales beyond the network: widen the circle





# Sales in consulting is a 'side effect'

- It's not what you do 'on top'
- Success comes from doing other things well
- Sales success is a result, it emerges from:
  - Focus on a specific audience
  - With specific pains
  - That you can solve, transform, have impact on
  - With your deep expertise, providing confidence you can do the job
  - Packaged in an attractive way
  - With exceptional social proof (collective authority)
  - With your thought leadership: inspiring prospects to shift their thinking about their problems

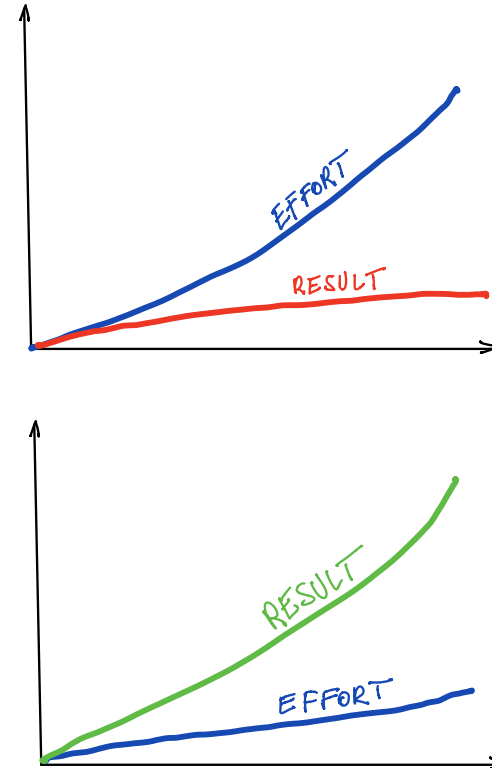
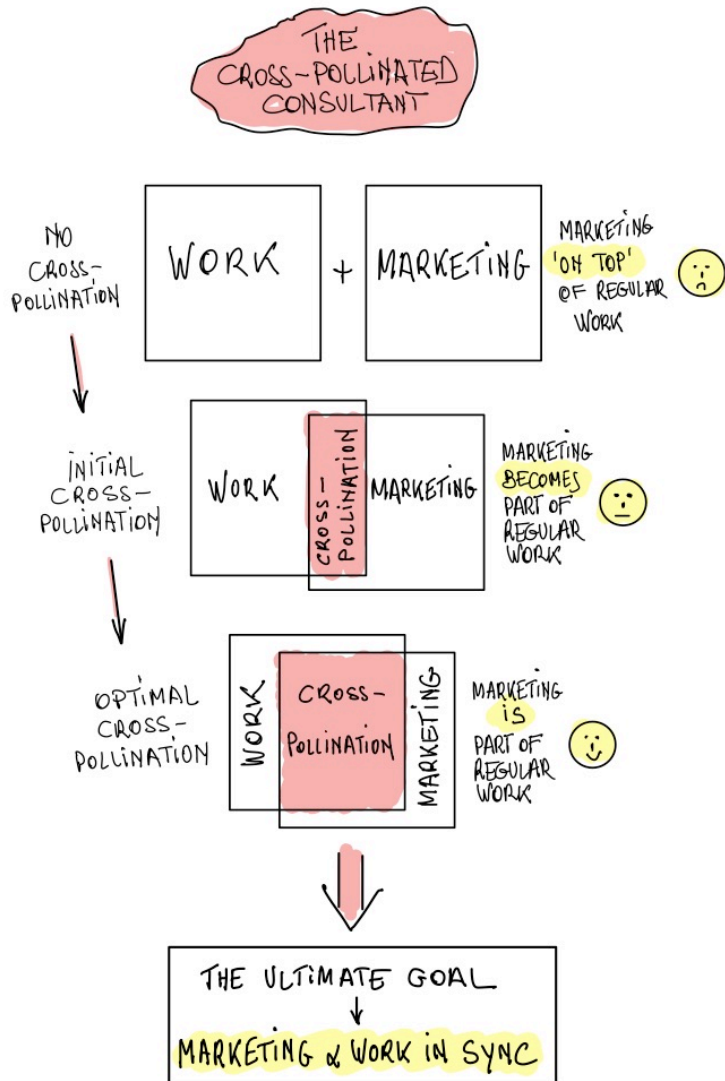


# Work, marketing, sales in sync

- The cross-pollinated consultant
- We write down our learnings
- 24/7/365
- Frictionless, Low Cost, Scalable



# Cross-pollination





# Visibility & Trust

Josh Spector (social media expert):

“Are you generous with your content? If you are not, you are losing! Generosity is an engine for going viral. The more you share, the more you will grow. Selfishness doesn’t spread”.



# The new consultant archetype

- Guy Kawasaki: Bakers and Eaters
- Adam Grant: Give and Take



# The new consultant archetype

- Helpful, educative, and authentic in the knowledge and expertise he/she renders to a specific audience.
- Openly shares an abundance of 'lessons learned' and does that in a systematic and uninterrupted manner.
- Caring, empathic, and supportive in identifying and addressing their target audience's pain points.
- Always on the lookout for new trends to keep their audience educated.
- Transparent, vulnerable and real in admitting past challenges, mistakes, struggles (and share, share and share again).

**If your personality cannot get in sync with this new archetype, you will struggle to become visible and valued as a consultant in your market!**



# The new consultant archetype

**Ordinary consultants sell**  
**Authorities share**





# There's NO hack...

- It's walk, run, stumble, crash, crawl, walk, run, stumble, crash, crawl, walk, run...
- You need to speed up:
  - Focus: specific audience, pain, solution
  - Learning: things are changing incredibly fast
  - Sharing: don't wait till it's perfect



# Summary – Selling the right way...

- Marketing & Sales: visibility & trust
- Sales = side effect, if you do ‘other things’ well
- We ARE the marketers of our expertise
- The new archetype: anti-selling Giver/Baker
- There’s no hack, it takes time, ups & downs



# Next...

- Next Webinar: MAY 12, 2 pm CET: 'The most important, life-changing skills you need to master as a consultant'.
- Newsletter has all the info's (bi-weekly):  
[www.thevisibleauthority.com/theauthority22](http://www.thevisibleauthority.com/theauthority22)

Thanks a lot!

Let's get to the Q&A

Kind regards,  
Luk Smeyers

[luk.smeyers@thevisibleauthority.com](mailto:luk.smeyers@thevisibleauthority.com)

You can book a call via my website